

**Meeting:** Enterprise Partnership Board

**Date:** 17 November 2009

**Report Title:** Business and Enterprise Update

**Report of:** Juneed Asad – Business and Enterprise Manager

<b>Purpose</b>  To update the Enterprise Board on business and enterprise activities funded through the Area Based Grant.
<b>Summary</b>  This report refers to existing projects being supported by the Business and Enterprise Team, including Area Based Grant projects, Town Centres, The Wood Green Film Festival, The Olympics and updates on the Economic Downturn.
<b>Legal/Financial Implications</b>  NA.
<b>Recommendations</b>  That the Enterprise Board notes the report.
<b>For more information contact:</b>  Name: Juneed Asad Title: Business and Enterprise Manager Tel: 020 8489 2694 Email address: <a href="mailto:juneed.asad@haringey.gov.uk">juneed.asad@haringey.gov.uk</a>

## Background

### 1. Area Based Grant 09/10

Programme delivery is now underway and all projects are performing well

- 253 businesses have received direct support through the first set of workshops and through the traders associations.
- 86 residents have received support to set up their own businesses.
- 6 new businesses have been established.

- 151 businesses were actively involved in the Harringay Food Festival which took place in September.
- 2 websites to support businesses have been launched, Crouch End Project and Harringay 4 Shops.
- 61 businesses are members of The Crouch End project
- 10 new businesses have joined The Small Business Network
- 140 young people have taken part in enterprise workshops.
- 27 businesses have been recruited as mentors on the schools enterprise project. (Target was 20)
- 32 young people have been recruited onto the Princes Trust programme.

Ecotec have been appointed to manage programme evaluation.

## **1. Olympics**

### **Timetable**

A draft of the Olympic brochure and funding prospectus are with Communications. Proofs will be available by 13<sup>th</sup> November and documents will be ready at the end of the month. We are liaising with Communications and Leisure Services to plan the press launch

### **Branding**

On 29<sup>th</sup> October LOCOG sent out a licence agreement to all London boroughs regarding use of the London 2012 brand logo. We now have host borough designation and can use logos on a single flag outside the Town Hall, on signs at entry points to the borough and on 2012 publications, newsletters and relevant pages on the council website.

### **Pin Badges**

Alexandra Palace has won a public vote to be featured in a set of London 2012 pin badges. Haringey residents were invited to vote for their favourite local landmark to be featured in a celebratory set of 33 London 2012 'Landmark London' pin badges to go on sale next year.

The competition was organised by the London 2012 Organising Committee in partnership with London Councils and the London Boroughs

## **2. Town Centres**

The Business and Enterprise team have worked with officers from Sustainable Transport and the local Traders association The Crouch End Project to develop a voucher scheme to offer free stop-and-shop parking for visitors to shops in Crouch End.

The programme will launch on the 16<sup>th</sup> November and run for six weeks. It will provide shoppers in Crouch End with two hours free parking on return visits when they collect a voucher from participating shops.

Harringay Traders Association delivered the first Harringay Food Festival in September. The festival took place in Green Lanes with 151 businesses involved, with many running stalls on the day. A new website

[www.harringay4shops.com](http://www.harringay4shops.com) was also launched in September to promote businesses in Green Lanes. 166 businesses are currently listed on the site directory.

#### **4. Global Entrepreneurship Week**

The Business and Enterprise Team are supporting a number of events across the borough to celebrate Global Entrepreneurship week from the 16<sup>th</sup>-22<sup>d</sup> November.

The Business lounge at Wood Green Library will be delivering a series of workshops on setting up a business and working from home and the Small Business Network in Muswell Hill will be delivering a workshop on marketing for small businesses

The Business and Enterprise Team is also supporting Haringey Education Business Partnerships to deliver events to schools in the borough throughout the week.

#### **5. Responding to the Recession**

The Business and Enterprise Team are leading on two projects:

**Empty Shops** – Urban Space Management (USM) were engaged by the Business and Enterprise Team to develop a pilot project to utilise vacant retail units in Haringey's town centres. Vacant retail units have become a significant issue nationally during the recession, although Haringey's key town centres have proven to be more resilient than other areas. We are hopeful that our first window display – i.e. putting an empty shopfront window to creative use – will be open by 13<sup>th</sup> November. The space will be managed by ACCS and we will continue to look for other potential sites in the borough.

**Credit Unions** - On 29<sup>th</sup> October, CAB agreed to support a project to extend Credit Union Services into Haringey. The board were presented with three options, option 1 proposed setting up a new Credit Union from scratch, option 2 proposed extending the services of an existing Credit Union from a neighbouring borough into Haringey and option 3 proposed the consideration of enhanced services such as a current account in conjunction with the delivery of either option 1 or 2. Option 2 was put forward as the recommended option because it offered the benefits of expediency and value for money in delivery, compared to option 1. This recommendation was accepted by the board, with a desire to explore the proposals under option 3 at a later date. Option 2 requires a partner Credit Union to be found and requires approximately £170,000 of development funding over 3 years to achieve sustainability and a membership base of over 2,000 residents and employees in the borough.

#### **6. Overview and Scrutiny**

Overview and Scrutiny Committee are to conduct a review of how small and medium enterprises (SMEs) in the Borough and those wishing to move here are supported by Haringey's Business and Enterprise Team and other departments, in partnership with governmental and non governmental

agencies operating in Haringey. The Terms of Reference are being agreed with the chair, Councillor Adje, and the first meeting will be held in early December. This meeting will discuss an initial report outlining the current business support offer in the borough along with benchmarking information of the business support offer provided in the London Boroughs of Enfield, Redbridge and Waltham Forest. A second meeting will be convened in mid December, with a potential third meeting in January.

## **7. Haringey Business Board**

The next Haringey Business Board is due to meet 9 December and the main agenda items will be business crime, support needs of Haringey businesses and a presentation by Marc Dorfman on the major development sites in Haringey.

## **8. Film Office**

### **Location Filming**

The borough continues to be a popular destination for location filming – a valuable source of inward investment to the council, local businesses and residents. Current income to the council from film location fees is £56K for this financial year 09/10 – and the film office is on course once again to achieve our £80K income target.

High profile feature film projects such as In The Loop have filmed in the borough in the past year, with new films Cemetery Junction (directed by Ricky Gervais) and Tamara Drewe (Directed by Stephen Frears) currently being filmed in the area.

We continue to work closely and in partnership with Film London and other London boroughs to observe best practice and provide a high quality service to the film industry and our residents.

### **North London Film Fund**

The 2009/10 film fund is being run in collaboration with Enfield, Camden and Film London. The recruitment of an external project co-ordinator has been successful in improving the range of the scheme. A series of film industry workshops, training and panel interviews ran throughout September with 5 filmmakers chosen for production grants – 2 filmmakers are Haringey residents. The films have gone into production to be finished by March 2010.

Local filmmakers from previous years had success in 2009 – with Haringey funded films being screened at various international and UK prestigious festivals including the Venice International Film festival.

A further series of workshops and events are planned for the new year – with the emphasis on gaining sustained employment in the film industry. These will be funded by the LDA/North London Pledge.

Website: [www.nlff.org.uk](http://www.nlff.org.uk).

## **8<sup>th</sup> Wood Green International Short Film Festival – 25-28 March 2010**

Following on from the success of the 2009 festival, which expanded to a week-long event (previously 3 days) in order to increase the focus on Wood Green Town Centre, work has started on the 8<sup>th</sup> running of the festival.

Last year was a success with increased numbers of visitors from across the UK and Europe. Cineworld reported 852 customers attending the festival across the main weekend which was a huge increase on previous years.

This year Alexandra Palace has joined as a sponsor and partner for the festival – and events will be split between Cineworld and the Palace as well as smaller fringe venues.

The festival aims to raise the profile and cultural capital of Wood Green, increase footfall in the town centre for the benefit of local business, offer a unique cultural event for local residents, give a visible platform for local filmmakers and act as a network/hub for the borough's creative industries and arts practitioners.

Website: [www.woodgreenfilmfestival.co.uk](http://www.woodgreenfilmfestival.co.uk)

### **Appendices**

None.